KIRPAL EXPORT OVERSEAS (KEO)

Natural Henna & Herbal Hair Colours

Manufacturer & Exporter of Natural Henna and Herbal Hair Colours

Direct sourcing. In-house manufacturing. International supply.

A company profile for brands, distributors, salons, importers and private-label buyers.

BP-130, Shalimar Bagh West, Delhi-110088, India

Company Introduction

Aspecialist manufacturingandexportpartnerbuilt around natural henna, herbal hair colours and international B2B supply.

Kirpal Export Overseas has been manufacturing and exporting **natural henna** and herbal hair colour products since 2000. Based in Delhi, the company operates as a pure-play manufacturer and exporter, sourcing raw materials directly from the henna-growing region of Sojat, Rajasthan - an area internationally recognised for producing some of the finest henna in the world.

The company is registered with the Drug Controller and holds ISO certification, reflecting its commitment to quality standards that matter to international buyers. With a manufacturing facility spread over ten acres and two production units, KEO employs over two hundred people and serves more than a hundred OEM brands globally.

For a buyer evaluating henna suppliers, these details matter. The company's location in Delhi provides logistical advantages for export shipping, while its direct sourcing from Sojat ensures control over raw material quality - a critical factor in an industry where dye content and consistency determine product performance. The facility size and workforce suggest a production capacity capable of handling both trial orders and repeat bulk supply, which matters todistributors and brands that need reliable, scalable supply.

Our Story

Asteadypathfromnatural hair colour development to international manufacturing and private-label supply.

The company began with a simple observation: conventional hair dyes caused allergies, irritation, and long-term damage for many users, yet safe alternatives were not widely available. Founder **Mr. Sunil Walia** and Vice President Mrs. Payal Walia set out to change that.

An early turning point came when Mr. Walia collaborated with Japanese agricultural scientist Mr. Kobyashee to develop a way to use Indigo - historically known only as a textile dye - as a safe, natural hair colourant. This was a genuine innovation: Kirpal Export Overseas became the first herbal hair-care company to introduce Indigo as a natural hair colour.

What began as a manufacturing arrangement for the Japanese market expanded as international brands recognised the company's purity standards and quality consistency. Over time, the product range grew from henna powder to include a complete portfolio of herbal hair colours, eyebrow henna, body art henna, and nail henna. More recently, the company launched Indalo, an in-house brand offering plant-based hair-care and skin-care solutions.

Twenty-five years later, the company continues to research new shades, refine formulations, and develop products that meet the expectations of modern consumers. The story is not one of dramatic pivots but of steady capability-building - learning what international buyers require, adapting to different market preferences, and maintaining quality across growing volumes.

What We Do

Onesupplierforrawmaterials, finished **herbal hair colours** and private-label manufacturing.

Kirpal Export Overseas manufactures and exports natural henna powder, indigo powder, and a range of herbal hair colour products. The company operates primarily as a B2B supplier, serving bulk buyers, distributors, salon chains, cosmetic brands, and importers across global markets.

The manufacturing process begins with direct sourcing of Lawsonia inermis (henna) leaves from Sojat farms. Leaves are sun-dried without chemicals to preserve natural properties, then ground into fine powder through a controlled process that includes quality testing for colour strength and purity. Finished products are packaged in moisture-controlled LDPE bags, sealed in aluminium pouches, and packed in export-grade cartons for international shipping.

The company also offers OEM and private-label manufacturing, enabling brands to launch products under their own names using KEO's formulations and production capabilities. This service includes product design, labelling, and packaging customisation.

What this means for buyers is straightforward: one supplier can provide raw henna powder, finished hair colours, and private-label production, reducing the complexity of managing multiple vendors.

Our Products

The rangeisbuilt aroundnatural henna and traditional Indian herbs, with options for professional, retail and private-label applications.

Natural Henna Powder

Sourced from Sojat, Rajasthan, known for high lawsone (dye) content and deep, long-lasting colour. Available in bulk quantities for distributors, cosmetic manufacturers, and salon suppliers. The powder is 100% natural, free from chemicals, preservatives, PPD, and synthetic dyes.

Herbal Hair Colours

A range of chemical-free hair colour formulations including Black Henna, Dark Brown Henna, Golden Brown Henna, Amber Henna, and Orange Henna. Each formulation uses henna and indigo for colour, combined with herbs like amla, bhringraj, and hibiscus.

Indigo Powder

Natural indigo for hair, used alone or blended with henna to achieve darker shades. The company played a pioneering role in developing indigo as a safe hair colourant.

Ayurvedic Herbal Powders

Individual herbs including Amla, Bhringraj, Brahmi, Neem, Reetha, Shikakai, Tulsi, and others, supplied to cosmetic manufacturers and herbal product brands.

Eyebrow Henna & Body Art Henna

Specialised formulations for professional and personal use.

For a salon owner or product brand, the range matters because it offers flexibility - whether the requirement is a single herbal powder, a finished hair colour, or a complete private-label product line.

What Makes Us Different

The strongestdifferentiatorsare operational:wherematerials come from, how they are processed, and how the finished product reaches the buyer.

Direct Sourcing

The company sources henna leaves directly from Sojat farms rather than through intermediaries. This supports control over raw material quality and consistency between batches.

In-House Manufacturing

Processing is done in-house, from drying and grinding to packaging. This reduces the risk of contamination and allows KEO to maintain quality standards across the production chain.

Pioneering Indigo Formulation

The company was the first to introduce indigo as a natural hair colour, a distinction that reflects formulation expertise rather than mere manufacturing capability.

Private-Label Capability

With experience manufacturing for over a hundred OEM brands, the company understands product development, packaging customisation and regulatory documentation.

Export Experience

Twenty-eight years of exporting to diverse markets - including the USA, Japan, South Korea, France, Russia, UAE, and others - means the company understands documentation, shipping logistics and market-specific requirements.

No Sister Concerns

The company operates as a single entity, which can simplify business relationships for buyers who prefer direct communicationwithout corporatecomplexity.

Quality & Manufacturing

Qualitycontrolisembeddedinthemanufacturingprocess rather than treated as an afterthought.

Raw Material Selection

Henna leaves are sourced from Sojat, selected for high dye content and purity. The company works directly with local farmers and follows ethical sourcing practices.

Controlled Processing

Leaves are naturally sun-dried without chemical intervention. Grinding uses fine-mesh processing to achieve a smooth, consistent texture. Quality testing checks for colour strength and purity before products are released.

Packaging for Shelf Life

Products are sealed in LDPE bags to prevent oxidation, enclosed in aluminium pouches for additional protection against moisture and light, and packed in export-grade cartons. This matters for international buyers who need products to maintain quality during shipping and storage.

Manufacturing Facility

The production facility covers ten acres with two fully equipped units. A team of professionals and qualified technicians monitors the manufacturing process. The scale suggests capacity for both trial orders and large-volume supply.

Certifications & Compliance

Documentationandrecognisedqualitysystemsarepartofwhat makes international sourcing practical.

The company holds ISO certification and is registered with the Drug Controller of Asian Nations. It also maintains HALAL and GMP certifications.

These certifications are not merely decorative. For buyers in regulated markets - particularly cosmetics, personal care, and food-adjacent categories - certification simplifies import clearance, reduces compliance risk, and provides documented evidence of quality standards.

The company provides product documentation and specifications to support international buyers' regulatory requirements.

Why Customers Choose Us

The reasons are practical:consistency,documentation,responsiveness and a supplier relationship that can scale with the buyer.

Batch-to-Batch Consistency

Direct sourcing and controlled processing reduce variation between batches. For brands and salons, this means predictable colour results and fewer customer complaints.

Transparent Specifications

Product specifications are clear rather than vague. Buyers know what they are getting in terms of dye content, purity and composition.

Responsive Communication

In an industry where delayed replies can disrupt supply chains, the company maintains professional communication with international buyers.

Regulatory Support

Documentation, certifications and compliance information are provided to support import processes.

Long-Term Relationships

Thecompanyhasworkedwiththesame partners for years, which suggests reliability rather than a transactional approach.

Flexible Order Quantities

Thecompanyaccommodatesbothtrial orders and bulk supply, which matters for brands testing new products or scaling production.

Our Markets / Export Reach

Internationalexperiencebuiltacrossmultipleregionsandbuyer requirements.

KEO exports to markets across Asia, Europe, the Middle East, Africa, and the Americas. Key markets include the USA, France, Russia, South Korea, Japan, and the UAE.

The company has also established a presence in Taiwan, Hong Kong, Singapore, South Africa, Mongolia, and Gulf nations. In total, KEO exports to more than 44 countries.

This geographic reach matters for buyers because it demonstrates the company's ability to navigate different regulatory environments, shipping logistics, and market expectations. A supplier that already serves a buyer's market understands the documentation and compliance requirements specific to that region.

Our Competitive Strengths

Specialisation

The company focuses exclusively on natural henna and herbal hair colours. It is a specialist with deep expertise in a specific product area.

Vertical Integration

Sourcing directly from farms, processing in-house, and handling packaging and export under one roof gives the company control over quality and cost.

Customisation Capability

OEM and private-label services allow buyers to develop proprietary products without building their own manufacturing infrastructure.

Export Expertise

Twenty-eight years of international trade means the company understands shipping, documentation, customs and market-specific requirements.

Scale

With a ten-acre facility, two production units, and over two hundred employees, the company has the capacity to supply large-volume orders while maintaining quality.

Customer-Focused Value Proposition

Kirpal Export Overseas providesnatural hennaand herbalhair colourproductsto brands, distributors, salons, and importers worldwide. The company's approach is different because it controls the entire supply chain - from farm to finished product - and offers private-label manufacturing alongside standard product supply. This matters because buyers get consistent quality, transparent specifications, regulatory support, and the flexibility to develop proprietaryproducts, all from a single supplierwith twenty-eight years of export experience.

Why Partner With Us

Fora brand,distributor, orsalonconsidering a henna supplier, the decision comes down to reliability. Will the product quality be consistent from one order to the next? Will the supplier provide the documentation needed for import clearance? Will communication be responsive when issues arise?

KEO addresses these questions through direct sourcing, in-house manufacturing, verified certifications, and a track record of serving international markets for over two decades. The company does not claim to be the largest or the cheapest. It offers something more useful: a dependable supply of quality henna products, with the flexibility to support private-label development, and the experience to navigate international trade.

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For product specifications, samples, private-label enquiries, or bulk order information, please contact the company directly.

Natural products. Manufacturing control. International B2B supply.

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